Legacy Giving

A STEP-BY-STEP GUIDE



LIFE & LEGACY®
Assuring JEWISH TOMORROWS
A program of the HAROLD GRINSPOON FOUNDATION

Jewish United Fund
CHICAGO
Jewish Federation

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LIFE & LEGACY is an initiative of the Harold Grinspoon Foundation that assists communities across North America, through partnerships with Jewish Federations and Foundations, to promote after-lifetime giving to build endowments that will sustain valued organizations and vibrant Jewish communities for the next generation and beyond. Through training, support and monetary incentives, LIFE & LEGACY motivates Jewish organizations to secure legacy gifts, steward donors and integrate legacy giving into the philanthropic culture of the Jewish community.

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Establishing Your Legacy Giving Initiative

This handbook is intended to serve as a training manual and workbook to assist Jewish nonprofits in building their endowments by incorporating legacy giving into their overall development efforts. In this guide, we detail a three-phase process for building a successful legacy giving initiative.

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[1] *See definition of formalization on page 26.*



$59 trillion

is expected to be passed down to heirs, charities and taxes between 2007-2061[2]

AN ESTIMATED

$26 trillion

will go to charities[6]



$400 billion+

given to charities for the first time ever in 2017[7]

Legacy giving represents a major growth opportunity for your organization. With a wealth transfer of nearly $30 trillion currently underway in the U.S.,[3] there has never been a better time to ask for gifts. By using legacy gifts to fund an endowment,[4] Jewish organizations can establish a dependable revenue stream to sustain their organizations for many years to come.[5]

Legacy giving is a powerful way to raise funds because:

- **Many people can make this gift.**
- **It's often the largest gift someone can make.**
- **Donors have numerous options for leaving a legacy gift.**
- **Most legacy gifts are after-lifetime, costing nothing today.**

[2] John J. Havens and Paul G. Schervish, "A Golden Age of Philanthropy Still Beckons: National Wealth Transfer and Potential for Philanthropy Technical Report," Center on Wealth and Philanthropy, Boston College, May 28, 2014.

[3] Ibid. See also Caleb Rick, "Don't Miss the Opportunity to Strengthen Your Organization Through Legacy Giving," GuideStar, February 17, 2011.

[4] See definition of endowment on page 6.

[5] John J. Havens and Paul G. Schervish, "A Golden Age of Philanthropy Still Beckons: National Wealth Transfer and Potential for Philanthropy Technical Report," Center on Wealth and Philanthropy, Boston College, May 28, 2014.

[6] Ibid.

[7] "See the numbers – Giving USA 2018 Infographic," Giving USA, June 14, 2018. Americans gave $4,210 and the average annual gift after making a planned gift was $7,381. See also "Proof that Planned Gifts Increase Annual Giving Revenue," Market Smart, May 9, 2016.

Why Pursue Legacy Giving?

Studies show that donors tend to increase their annual campaign gift after making a legacy commitment because they feel more invested in the organization.[8]

Donors who make annual gifts for five or more years will often leave a legacy gift as well.

If an organization is dedicating time to stewarding donors for their annual campaign gift, then they have time to include legacy giving. A donor can comfortably be asked for an annual and legacy gift at the same time.

Philanthropic advisors state that if 20% of your operating budget is not coming from your endowment by 2030, then your organization will be in fiscal crisis. It's important to dedicate time and resources to build your future endowment base.[9]



[8] *Steve Ozinga, "Planned Gifts Increase Annual Gifts, Study Finds," Kennari Consulting, June 18, 2015. Dr. Russell James found that average annual gift prior to making a planned gift was $4,210 and the average annual gift after making a planned gift was $7,381; "Proof That Planned Gifts Increase Annual Giving Revenue," Market Smart, May 9, 2016.*

[9] *LIFE & LEGACY®, Harold Grinspoon Foundation. See also Andrea Kihlstedt, "How Big Should Your Endowment Be?," GuideStar Blog, April 25, 2012.*



Is my institution ready to build an endowment?

Before establishing a legacy giving initiative or before spending time and resources building an endowment, an organization should have the following in place to be ***most*** successful:

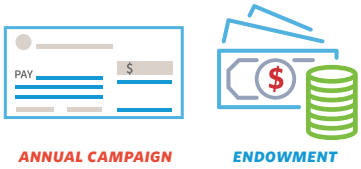
- Board support
- Lay leadership support
- Professional staff support
- A pool of engaged and loyal donors
- A history of fundraising
  (i.e., annual fundraising galas or initiatives, one-on-one solicitations, majority of board giving, sustainable capital structure)

Legacy Giving

- Legacy giving, also referred to as planned giving, is a way for philanthropic individuals to support nonprofits. Whether a donor uses cash, appreciated securities or stock, real estate, life insurance, a retirement plan, a donor advised fund or another giving vehicle, the benefits of making a legacy gift can be attractive to both the donor and nonprofit.[10]
- Some legacy gifts provide lifelong income to a donor; other gifts have tax benefits for both the estate and heirs while also maximizing their gift to charities.[11]
- As a best practice, boards should pass a policy designating legacy gifts be used to fund the principal of an organization's endowment.[12]

Endowment

- An endowment is a fund in which the principal balance remains intact and the interest generated is used to support the annual operating budget and/or special initiatives.
- As long as the endowment remains intact, the spinoff interest each year can offset annual operating expenses or any other purpose the organization wishes, making the nonprofit more sustainable. The endowment becomes an added revenue stream for the nonprofit. In other words, endowments are like an organization's savings account, while the annual campaign is like a checking account.



- Endowments can take a variety of forms, such as:[13]

Term Endowment
This type of endowment stipulates the principal can be used after a period of time or after a certain event.

Unrestricted Endowment
A board-designated endowment funded either through unrestricted donor gifts or organizational funds. Usually, the principal is held in perpetuity and the earnings are used at the discretion of the organization.

Restricted Endowment
Usually, the principal is held in perpetuity and the earnings are used to support a specific cause determined by the donor.

- Donors can commit funds to an organizational endowment fund or request that their gifts be held in a separate named endowment fund.

[10] *"What is Planned Giving?," PlannedGiving.Com.*
[11] *Ibid.*
[12] *Kathryn Miree, "Getting Serious About Building Endowment: Straight Talk for Charities and the Professionals That Serve Them," 2002, 2003.*
[13] *Ibid. See also Frank A. Monti, "The Surprisingly Complex ABCs of Endowment Funds," Inside Philanthropy, March 4, 2015.*

PREPARING TO LAUNCH

Writing Your Legacy Plan[14]

Goals

Once your organization has decided to start or build a legacy giving initiative, the next step is to create a legacy plan.

The focus of the legacy plan is to create a step-by-step strategy for developing a legacy giving initiative, which will in turn build your organization's endowment.

The legacy plan provides a roadmap for how your organization can secure current and after-lifetime gifts for your organization's endowment.

[14] *LIFE & LEGACY®, Harold Grinspoon Foundation.*



COMPONENT 1

Case Statement



The intent of the case statement is to remind the donor of the impact your organization has had on their life and the community and explain how they can ensure that this impact continues in future generations. You can use it both as a stand-alone piece during legacy conversations with prospective donors and as the introduction to your legacy plan. The case statement should promote legacy commitments by encouraging donors to join with others just like them.

Try to keep the case statement to one page. **To begin drafting your case statement, respond to the following questions:**

Who are you and what role do you play in the community?

What is the impact of your core values on those you serve?

What are your organizational core values and how are they expressed?

What do your legacy donors want to see happen in the future?
(statement that identifies who your legacy donors are)

COMPONENT 2

Management Plan



A management plan describes who is responsible for implementing your legacy efforts. **To draft your management plan, respond to the following questions:**

Who are the members of your legacy committee? What are their respective roles? Remember, legacy committee members should make legacy gifts themselves in order to best lead this initiative.

Who will be the lead person in charge of making sure the plan is implemented, tracking committee progress and keeping committee members accountable for the work they promise to do?

Who will track gifts, documents, and records?

Who will be responsible for marketing your legacy initiative?

Who will have legacy conversations with your donors?

Who will steward and build relationships with your legacy donors?

Who will be responsible for keeping your board of directors informed of your progress and continually educating them on the importance of endowment-building?

COMPONENT 3

Target Audiences and Prospects



Create a list of target audiences and prospects that outlines who you will contact for legacy conversations.
To draft the list, respond to the following questions:

Who is currently well-informed about and well-connected to your organization? *(e.g., board members, major donors)*

Who are your longtime loyal and steady donors and/or members? *(e.g., former board members, past presidents, those who have given to annual campaigns for five years or more)*

Who received your services at a meaningful point in their lives? *(e.g., residents of senior living facilities, B'nai Mitzvah families, families whose children received camp scholarships or other financial assistance)*

Which of your constituents are of an age where they are thinking about wills and estate planning? *(generally 40s and older)*

Are there potential groups of great prospects that you might approach all at once? Or maybe there is one person from a group who will want to approach each member of the group to discuss leaving a legacy. Decide if it makes sense to do a presentation to the group and then have individual conversations with each donor in that group, or skip the presentation and go straight to the individual conversations.

- ○ *Executive committee*
- ○ *Board members*
- ○ *Past presidents*
- ○ *Sisterhood or men's club*
- ○ *Alumni*
- ○ *Hebrew school families*
- ○ *Volunteers*
- ○ *Members*
- ○ *Staff*

SAMPLE PROSPECT CHART

Prospect Name	Leadership Role or Relationship to Organization	Legacy Committee Member	Meeting Date(s)	Information Learned at Meeting(s)

COMPONENT 4

Marketing[15]



As part of a legacy plan, think of ways you can market and "get the message out," given your current organizational infrastructure. **To draft your marketing plan, respond to the following questions:**

Which vehicles for marketing your legacy initiative are currently in place?

- ○ *Newsletter (e.g., articles and ads)*
- ○ *Weekly announcements at services, meetings or via email*
- ○ *Website*
- ○ *Direct mail*
- ○ *Email blast*
- ○ *Social media*
- ○ *Email signature line*

How can each marketing tool be used to spread the legacy message and how often?

Is there a visible physical location to post information about leaving a legacy or to honor those who do?

Who in your organization can interview legacy donors and either write a testimonial or create a video to share with others in your community?

Is it feasible to do a mailing to a targeted group to create awareness about your legacy initiative before following up with individual conversations?

Is it feasible to print a separate legacy-focused brochure or to incorporate a legacy message into an existing informational piece?

Are there annual gatherings or other events/meetings where you can incorporate a legacy message?

[15] *See page 29 for more detailed marketing suggestions.*

COMPONENT 5

Stewardship[16] and Recognition



Stewardship is how we show our appreciation and gratitude to donors, help them stay engaged and remind them they made a good investment. It is key to a successful legacy initiative. As part of a legacy plan, think about methods you can easily implement to acknowledge legacy commitments. Try to have a minimum of four activities a year. **To draft your stewardship/recognition plan, respond to the following questions:**

What types of stewardship activities is your organization currently engaged in?

_____

_____

_____

What types of stewardship activities will you undertake specifically for legacy donors?

_____

_____

_____

CONSIDER IMPLEMENTING THE FOLLOWING:

- Make a personal phone call immediately upon receipt of a letter of intent.
- Write a personal note thanking the donor for their legacy commitment within two days of receipt.
- Create a legacy society. What will you call it?
- List legacy society members in a newsletter or acknowledge commitments somewhere in your building.
- Send cards for birthdays and Jewish holidays.
- Host an event for legacy donors, either as a stand-alone event or before or after another organizational event.
- Honor legacy donors at an event or meeting.
- Share testimonials from your legacy donors with the greater community.



[16] *See page 34 for more detailed stewardship suggestions.*

COMPONENT 6

Setting Goals



Setting goals is important for keeping legacy committees motivated and focused. For the first two years of creating or building your legacy giving initiative, focus on building your donor base. Set specific goals, such as securing 18 legacy commitments, adding a new legacy committee member by the end of the year or including a legacy update in a board report.

For each year, list the groups you intend to reach out to, the number of conversations you expect to have with this group, and the number of legacy commitments you expect to secure. For example:

Year 1

Group Type	Meetings/Conversations	# of Legacy Gifts
Legacy Committee Members	Practice by having the conversation with each other	4
Board of Directors	Group presentation and one-on-one conversations	5
Past Presidents	Group presentation and one-on-one conversations	3
Longtime Loyal Donors, Members, Staff	One-on-one conversations	6
Total anticipated legacy gifts		**18**

COMPONENT 7

Implementation Strategy



This section of your legacy plan should serve as a checklist of tasks to accomplish in the first year of launching or building your legacy initiative, with time frames provided so you can make sure that you reach your goals. Consider who will do what and when – the more detailed, the better.

To draft your implementation strategy, refer to the goals, marketing and stewardship sections of your legacy plan and create a to-do list by month or quarter.



Temple ABC Implementation Plan

Summer 2020

- Legacy committee members make their own commitments
- Presentation to board of directors and ask for their commitments
- Committee members have follow-up one-on-one conversations with board members
- Newsletter article (part of community-wide legacy initiative and incentive opportunity)
- Web page is operational by August 1
- Place legacy committee member testimonial in the August newsletter

Fall 2020

- Committee members each take 3 names for conversations
- Newsletters: High Holiday ad, article on creation of the society, list legacy donors
- Brochures available at High Holiday services
- Rabbi/President announcement from the pulpit during High Holidays
- November stuffer in end-of-year direct mail
- High Holiday card sent to all legacy donors

Winter 2021

- Committee members each take 3 names for conversations
- Newsletters: Hanukkah ad, listing, testimonials, list legacy donors, announce Legacy Shabbat
- Tu Bishvat card and packet of seeds sent to all legacy donors

Spring 2021

- Committee members each take 3 names for conversations
- Newsletters: Passover ad, list legacy donors, testimonials
- Legacy Shabbat
- Special get together for legacy donors before annual meeting

THE LEGACY CONVERSATION

Legacy Giving Options

Goal

This section describes different ways in which donors can make a legacy gift. Please note, however, that this is not a complete list of legacy giving vehicles. We recommend donors consult with their financial advisor or attorney to determine the best options for them.



IMMEDIATE GIFTS

Cash

How to Give:

Write a check or make a credit card payment.

Donor Benefits:

Immediate tax deduction for full value of gift; removes taxable assets from the donor's estate; delivers immediate benefits to the charity and leaves a lasting legacy.

Appreciated, Marketable Securities

How to Give:

Give gift of appreciated securities held more than one year.

Donor Benefits:

Bypasses capital gains tax; provides tax deduction for the fair market value of securities; removes taxable assets from estate; delivers immediate benefits to the charity and leaves a lasting legacy.

Life Insurance/ Donate Policy to Charity

How to Give:

- A donor can donate a new policy or transfer an existing policy during their lifetime and name the charity as the policy's irrevocable owner and beneficiary.
- Proceeds will fund the donor's legacy gift to the charity after their lifetime.

Donor Benefits:

May provide an income tax deduction for the value of the policy and any future gifts made to the charity to maintain the policy; leaves a lasting legacy.



IRA Charitable Rollover

How to Give:

- Donors 70 1/2 years or older can make an IRA charitable rollover *(up to $100,000 per year)* to a qualified charity.
- Contact plan administrator to make a gift from your IRA to the charity; the IRA funds must be directly transferred to the charity by December 31.
- Charitable rollover amounts could count toward the donor's required minimum distribution, though there is no charitable deduction.
- Donors are not permitted to make charitable rollovers to donor advised funds, supporting organizations and private foundations.

Donor Benefits:

Reduces taxes on up to $100,000 from the donor's IRA to the charity; satisfies their required minimum distribution for the year; leaves a lasting legacy.

AFTER-LIFETIME GIFTS

Gift in a Will or Trust

How to Give:

- Donors can make a bequest gift of specific property, a specific dollar amount or a percentage of their estate and/or designated asset.
- Their estate will receive a charitable tax deduction for the amount of the gift, which may reduce their taxable estate.
- If the donor already has a will, an attorney can write a codicil to include the bequest.

Donor Benefits:

Simple to create; estate receives a charitable tax deduction for the bequest; retain control of assets during their lifetime; leaves a lasting legacy.

Life Insurance/Name Charity as Beneficiary

How to Give:

- Name one or more charities as a beneficiary.
- Specify a percentage or the entire insurance policy.

Donor Benefits:

Easy to set up *(donors can ask for a "Change in Beneficiary" form from their plan administrator)*; retain control of the policy; may receive a charitable tax deduction after their lifetime; make a large gift at little cost; leaves a lasting legacy.

401(k) or IRA Retirement Plan Designation

How to Give:

- Upon death, retirement plans are subject to both estate and income taxes, which means up to 60% of retirement assets may go to the IRS; distributions to charities incur no taxes.
- Name one or more charities as a beneficiary.
- Specify percentage or the entire account.

Donor Benefits:

Tax-wise option: gifts of IRAs and other retirement accounts allow donors to make a gift to the charity while saving on estate and income taxes; leaves a lasting legacy.



INCOME-PRODUCING GIFTS

Charitable Gift Annuity

How to Give:

- Provides one or two individuals 55 years and older with fixed payments for life.
- Establish with a simple contract between the donor and charity. Donor transfers assets of cash or marketable securities to the charity, and in exchange, the charity promises to pay one or two people for life.
- Payment rate depends upon the age of the beneficiary or beneficiaries at the time of the transfer; the older the beneficiary at time of gift, the greater the fixed payments.
- Donor may be subject to income tax on the income stream.
- When the last beneficiary dies, the annuity's balance becomes the donor's legacy gift to the charity.
- A deferred gift annuity works the same way, but starts providing payments at a fixed date in the future *(rather than immediately)*. Until payouts begin, the annuity may grow in value, providing a higher payment rate.

Donor Benefits:

Guaranteed annual payments for life regardless of market conditions; a portion of the income may be tax-free; removes taxable assets from estate; partial bypass of capital gains with gifts of appreciated property; income tax deduction in the year the gift is made; leaves a lasting legacy.

Charitable Remainder Trust

How to Give:

- Transfer assets *(e.g., publicly traded securities, real estate, cash)* to a trust that pays either a fixed amount *(annuity trust)* or fixed percentage that reflects the size of the trust *(unitrust)* to the donor and/or their designated beneficiaries.
- Enables donors to make an irrevocable gift that produces payments for life or a set term for themselves and/or their beneficiaries, with the remainder of the donated assets going to their favorite charity.
- At the end of the term or upon death of the beneficiary or beneficiaries, the trust terminates and the assets in it pass to the charity as a legacy.

Donor Benefits:

Charitable income tax deduction for a portion of the gift; a payment stream; removal of assets from the donor's estate, which may reduce estate taxes; leaves a lasting legacy.



THE LEGACY CONVERSATION[17]

Having the Conversation

Goal

The goal of the legacy conversation is to give the donor the opportunity to do something significant for your organization as evidenced by signing a letter of intent.

[17] *LIFE & LEGACY®, Harold Grinspoon Foundation.*



Motivations for Giving

A commitment to **being Jewish**	To live up to the **values** instilled by parents and grandparents	**To give back**
To make a **difference**	To be part of something **greater than ourselves**	To be **recognized**
To feel connected with others of similar values	To honor **loved ones**	To support an organization because they value what the organization does **for the community**



Here, we outline key steps to take during each stage of the process to increase the chances of a successful conversation.

PRE-CONVERSATION

1. Identify your prospects.

2. Figure out who should cultivate the relationship (staff and/or lay person).

3. Research donors before meeting with them:

- Learn about their personal and familial connections to your organization *(e.g., past or present leadership roles).*
- Perform an internet search, including Google, LinkedIn and Facebook.
- Explore their other interests *(e.g., community and philanthropic involvements).*

4. Decide who should make the call and be part of the meeting.

5. Set up the appointment:

- Call and introduce yourself *(hopefully you already have a relationship with the prospective donor).*
- Explain you would like to meet to thank them for their commitment to your organization and to share organizational updates.
- Set up a time and place to meet – wherever is best for them.
- Find out if anyone else should be part of the meeting *(e.g., spouse, partner, family member).*
- Let them know if someone else will be joining you.

Sample Appointment Language



"[Donor Name]: I'm calling because you have been a critical part of our work. You've been a donor for more than [X] years and [e.g., you've served on our board, etc.]. You understand our value to the community and the impact we have on [organization focus; e.g., Jewish life, serving the needy, etc.]. May I come speak with you and get your input? We are working on increasing our annual support and planning for our future. I believe this is an initiative you will want to be a part of."

HAVING THE CONVERSATION

1. Take time to schmooze before moving into a donor-centric legacy conversation.

2. During the conversation:

- Offer the donor an opportunity to do something significant during the donor's lifetime. The conversation is NOT meant to focus on the donor's death.
- Be donor-centric: Your role is to ***listen*** to the donor's story and ***use that information*** to encourage a legacy commitment.
- Use the conversation to gather information and hear donor's story:
  - What is going on in their life?
  - Are they retiring? Selling a business? Children graduating from college?
- Discuss their relationship with the organization:
  - When did they make their first gift and why?
  - Why have they been a loyal donor for the last number of years?
  - What are their favorite things about the organization?
  - What are their hopes and dreams for the organization in the future?
- Connect donor philanthropic interests with your organization's work and mission:
  - Provide information on number of people served, impact organization has had on the Jewish community, etc. Discuss current initiatives that are interesting to them.
  - Invite them to visit your facilities or attend a non-fundraising initiative.
- Be an active listener:
  - Canned script doesn't work; take cues from the donor.
  - Look for ways to acknowledge, affirm and agree with what they are saying.
  - Avoid saying "no" or "but."
  - Don't interrupt.
  - Take cues to move the conversation forward.
  - Let them lead the conversation.
  - If the donor presents you with an unanticipated situation, such as issues with the organization or financial troubles, don't get upset; work with the information provided.



HAVING THE CONVERSATION

3. Invite prospective donor to join you in leaving a legacy:

- Wait until the time is right.
- Focus on their connection to the organization, rather than the needs of the organization.
- Only ask them about a legacy commitment when the donor seems ready to hear it.
- Share your case statement, if appropriate.
  - Share with them your reasons for making a legacy commitment.
  - Advise them on the impact a legacy gift has on your organization and Jewish community *(focus on the donor's areas of interest)*.
  - Discuss the organization's vision for the future.
- Invite them to partner with you:
  - Will you join me in making a legacy commitment?
  - Be quiet – allow them time to respond.
  - Listen to their response and move the conversation forward based on what you hear.

Respond to the donor's reaction.[18]

Yes: Say thank you and review the letter of intent with them.

Maybe: Ask them if they have any additional questions or need additional information to help them make a decision.

Need more time: Set up another time to meet with them for a follow-up conversation.

No: Ask them to share why and, if they are willing to do so, depending on their reasoning, ask if you can follow up with them in six months or next year.

THANK THEM FOR THEIR TIME AND PAST SUPPORT, NO MATTER THEIR RESPONSE.





[18] *See page 25 for details on post-conversation.*

Overcoming Objections and Misconceptions



1 ONLY WEALTHY DONORS ARE PROSPECTIVE DONORS FOR LEGACY GIFTS.

Often, it is the most loyal donors, rather than the wealthiest, who are the best prospects.

Legacy giving enables donors of all levels of wealth to be philanthropists.

2 I AM TOO YOUNG TO BE THINKING ABOUT A LEGACY COMMITMENT.

A person of any age can be a prospect for a legacy gift.

A recent study found that 40- to 49-year-olds make the greatest number of bequests to Jewish causes if they have a will.[19]

3 I WANT TO MAKE SURE THAT MY FAMILY IS TAKEN CARE OF WHEN I AM GONE.

By contributing to a strong Jewish community, you are providing for your family, whether they live in your area or another community.

4 I DO NOT HAVE A WILL; I DO NOT WANT TO CHANGE MY WILL; IT IS TOO EXPENSIVE TO CHANGE MY WILL.

There are a variety of ways to make a legacy gift that do not require changing your will. For example, you can designate an organization to be the beneficiary of your life insurance policy or your retirement plan.

5 I AM ALREADY PAYING A LOT OF DAY SCHOOL TUITION; I HAVE CHILDREN IN COLLEGE THAT I AM SUPPORTING.

A legacy gift comes from after-lifetime assets, not current cash. Even a small percentage can make a large and lasting impact on an organization and the community.

[19] *Jim Gerstein and J. Shawn Landres, "Connected to Give: Jewish Legacies," Los Angeles: Jumpstart, 2013. See also Average Age of Donor's First Planned Gift, PlannedGiving.Com. Charitable dollars donated by bequest have grown 30% since 2013; "The Future of Philanthropy," Fidelity Charitable, page 10, 2016. See also Russell James, "American Charitable Bequest Demographics," 2013.*

POST-CONVERSATION

If the answer to a legacy gift is "not right now," "maybe" or "no:"

- Follow up on your conversation with a thank you card.
- If you're scheduled to meet again, remind them in your note.

If the answer to a legacy gift is "yes:"[20]

Show your appreciation:

- Send out a handwritten personal note immediately.
- Call them about a week after sending the letter.
- If you have a public listing of legacy donors, the donor's name should be immediately added to the list *(unless they want to remain anonymous)*; ask permission to list their name as a member of your society or to announce their name at community event.

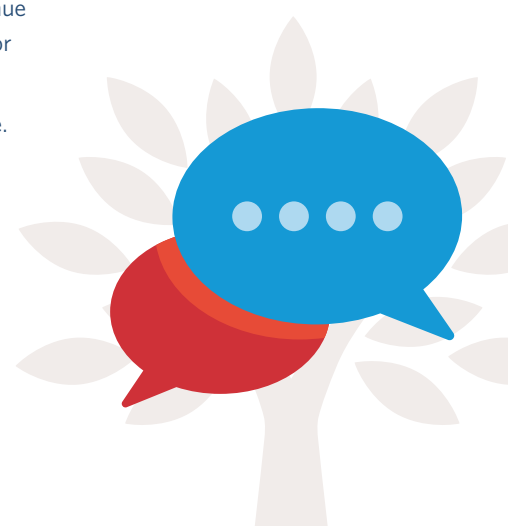
Keep them connected:

- Send out a personal note updating them on services and initiatives.
- Invite them to appropriate events.
- Share volunteer opportunities with them.
- Invite them to serve on a committee to increase their involvement.

Steward the donor forever.

Internal reporting:

- Write down what you learned from the meeting so you and the legacy committee can continue to cultivate the relationship with the donor or steward them if they did make a gift.
- Report the results to your legacy committee.



[20] *See stewardship section on page 34.*

THE LEGACY CONVERSATION

Formalization

Goal

After securing a letter of intent, the next step is to move your donors from intent to a formalized commitment. This involves making the necessary revisions to their estate plan *(e.g., will, trust, life insurance and retirement beneficiary forms)* so that when they pass, their charitable wishes are honored.



TO FORMALIZE A GIFT [21]

Why should legacy donors formalize their legacy commitment?

TO ENSURE THEIR DESIRE TO SUPPORT YOUR ORGANIZATION IS FULFILLED.

1. **Look at the letter of intent and see if the donor included a date by which they intend to formalize their gift.** Contact your donors shortly after the date has passed to ask them if they have formalized their commitment, and if not, encourage them to do so. For example, if they wrote three months on the declaration of intent form, then contacting them at three and a half months is appropriate. Don't contact them earlier than that.

2. **Contact is best made by phone or in person, unless email is what the donor prefers.** It is okay to be direct about why you are reaching out. In most cases, donors realize that they need to take an additional step to follow through on their commitment.

Sample Language

"[Donor Name]: Thank you for your legacy commitment to [name of organization]. In accordance with best practices, we're calling all of our donors to find out if they have formalized their legacy gift either in their will, trust or by making a change to a life insurance or retirement beneficiary form. Your letter of intent stated you intended to formalize your commitment within [X] months. I am following up to see if you have taken this next step and to offer assistance if you have not."



[21] *LIFE & LEGACY®, Harold Grinspoon Foundation.*

TO FORMALIZE A GIFT

3. **If the donor has legally put their gift in place,** let him/her know that you will be forwarding a **legacy gift confirmation form** *(see Appendix).* Ask them to fill out the form at their earliest convenience and return it to you for your organization's records. The donor can also send you the relevant portion of their will or the beneficiary designation form if it is a life insurance or retirement gift. **Make sure to end the call by thanking the donor for their commitment to your organization.**

4. **If the donor hasn't taken the steps necessary to formalize his/her commitment,** find out if you can be of assistance by putting them in touch with someone at the Jewish Federation or another professional advisor.

   - **If they say no, they need more time,** then let them know that you will be sending them a legacy gift confirmation form to fill out and return to you once the formalization process has been completed. Ask them if you can contact them again in three months if the form has not yet been submitted. Make a note in your calendar so you remember to do so. Try not to end the conversation without a date to follow up with them.
   - **If they say no because there are other issues that need to be addressed** before they can formalize their gift, ask them when a good time would be to follow up *(six months, a year, etc.).*

5. **No matter what the response, always thank the donor for their legacy gift and their commitment to your organization.**



Remember

Even if a donor legally puts their gift in place, they can always change their mind and revoke the gift *(unless it is irrevocable).* Effective donor stewardship will help ensure legacy commitments remain in place.

SUSTAINING YOUR LEGACY INITIATIVE[22]

Marketing Legacy Giving

Goal

Ongoing marketing is important for sustaining your legacy giving initiative. In this section we outline different ways to market the concept of legacy giving.

[22] *LIFE & LEGACY®, Harold Grinspoon Foundation.*





Create a legacy society:

- Announce the new legacy society; this is a great way to recognize donors.
- Begin listing donors as soon as they sign a letter of intent.
- Implement a stewardship plan for legacy society members.
- Include the names of your legacy society members in your annual report, newsletters, website and in your facility.
- Recognize members at events.

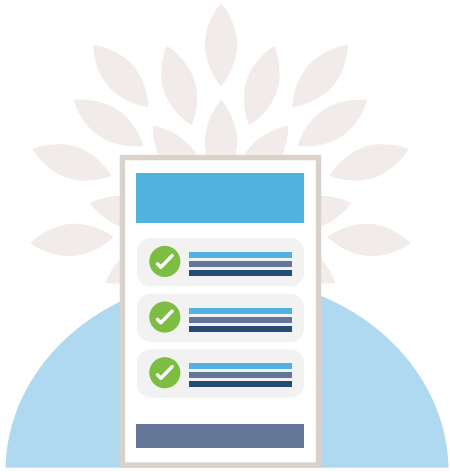
Place "Be remembered forever by (Organization) with a gift in your will, trust, retirement account or life insurance policy" in your email signature block and on all marketing materials.

Run an ad:

- Keep the ad simple.
- Make sure either the photo or headline dominates the ad.
- Limit number of fonts to one or two at the most.
- Tell a "story" in your ad.
- Include clearly visible logos.
- Include contact information.

Publish newsletter articles:

- Focus on educational topics *(e.g., tax rollover initiatives, leaving a legacy through life insurance, importance of having a will).*
- Keep articles short and readable.



Provide legacy content in newsletter:

- Donor listings
- Donor testimonials
- Advertisements
- Legacy-related articles

Be sure to include who to contact if interested in leaving a legacy in listings, ads and articles.

Put legacy giving information on website and make sure it's easy to navigate:

- Case statement
- Letter of intent
- List of legacy donors
- Legacy donor testimonials
- Ways to make a legacy gift

Affix "Ask Me About My Legacy" ribbon on name tags at events/ meetings or print "Legacy Society Member" on name tags.





Email donors and prospective donors 4-6 times a year:

- Share news *(e.g., "donor" made a gift of life insurance and it will make a difference or the endowment has helped "x" initiative).*
- Keep your message to 10 lines or less.
- Consider timing:
  - Tuesday, Wednesday and Thursday
  - 10:00 a.m. - 2:30 p.m.
- Remember: most people read their email on their cell phones, so keep it short.
- Avoid spam trigger words *(e.g., free, click here, please read, friend, attention, money).*
- Create impactful subject lines *(e.g., "Our legacy initiative is halfway to its goal!").*
- Send only relevant, exciting, concise, easy-to-read messages.
- Include a photo to increase interest.

Send targeted direct mail:

- Use outer envelope to alert reader to a special message.
- Choose higher-quality stationery.
- Handwrite addresses or use a handwriting font.
- Affix a stamp *(avoid postage meter)*.
- Follow up with a phone call.
- Use clean, readable font and write in an inviting, warm tone.
- Tell a compelling story.
- Include a photo and short testimonial *(space permitting)*.
- Use "you."
- Include direct and indirect asks throughout.

Market the impact the endowment is having on your organization:

- Highlight impact on annual operating expenses or project benefits, using either dollar amounts or anecdotes of how funds are being used.
- Transparency is key:

41% **of donors say they have changed their giving because of increased knowledge about nonprofit effectiveness.**[23]

Create a legacy brochure:

- Keep the brochure in the lobby with other organizational information.
- Give to donors at legacy conversations.
- Include in targeted direct mail prior to asking for an appointment.

Use social media:

- Advertise your legacy event.
- Connect with professional advisors.
- Post online:
  - Provide relevant content.
  - Post often, but at a different time of day each time.
  - Ask people to share or "like" posts.
  - Schedule your content ahead of time for better planning.
  - Always put a link to your website.
  - Post "emotional" videos – only 30 seconds or less.
  - Post pictures from events.



[23] *"The Future of Philanthropy," Fidelity Charitable, page 9, 2016.*

Marketing Tips



- Avoid using technical language like “estate plan” and “bequest.” Use specific terms like: will, trust, life insurance policy, retirement account or other giving vehicle.
- Make it clear that the gift amount doesn’t matter.
- Provide contact information, including name, telephone number, email address and web address, on all marketing materials.
- Remind donors of the impact your organization has on the community and your constituents.
- Recognize donors regularly, in print and at events.
- Ensure donors stay engaged.
- Use donor-centric language like “you” instead of “we.”

SUSTAINING YOUR LEGACY INITIATIVE

Stewardship

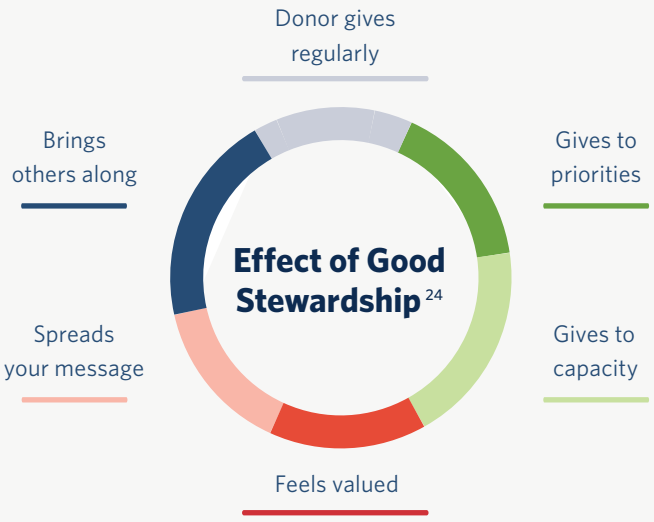
Goal

Once a donor signs a letter of intent expressing their legacy commitment, it is vital to steward them. This section provides various ways to proactively build deeper relationships with donors by thanking, communicating and engaging with them in ways that maximize their philanthropy to your organization.



EFFECTIVE STEWARDSHIP

- New charities are created every day, and it's important to make sure donors continue to choose your organization.
- Think of legacy donors as long-term investors.
- Most legacy gifts are revocable; keep donors engaged and feeling appreciated so they do not change their minds.
- Effective stewardship is critical to your success.





Prospect & Gather Info

Cultivate the Relationship

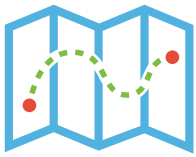
Engage

Have the Conversation

Follow Up & Steward

Continue to Steward in Perpetuity

[24] *LIFE & LEGACY®, Harold Grinspoon Foundation.*



Establish a donor stewardship tracking form to keep track of stewardship efforts for each donor.

Donor Last Name	Mensch
Donor First Name(s)	Joseph L.
Requests Anonymity (Y/N)	N
Letter of Intent Date	6/28/2019
Date to Follow Up For Formalization Documentation	6/28/2020
Formalization Date	
Name for Formal Recognition	Joe Mensch
Follow Up For Recognition or Incomplete Letter of Intent?	Verify if donor name can be included on legacy donor wall
Amount	$50,001
Handwritten Thank You Letter Sent (Y/N)	Y- 6/30/2019
Added to Legacy Webpage, Newsletter (Y/N)	Y
Testimonial	Plan for Spring 2020 Newsletter
Notes	Has a sheepdog; started new real estate position
Stewardship Next Steps	Invite to serve on strategic planning committee; send birthday and Chanukkah cards
Next Step Date	7/05/2019
Person or Org That Secured Letter of Intent	Bill Freedman at NHS

Try to steward legacy donors from each category throughout the year:



- Thank you note
- Phone call
- Cards on anniversary of legacy commitment/ holidays/birthdays
- Small gift
- Letter/report sharing impact endowment has on organization

- Legacy Shabbat services
- Annual meetings
- Galas or other special events

- Newsletters
- Website
- Poster, digital display or donor wall
- Annual report or initiatives
- Annual meeting or other gatherings

- Private reception before another event
- Shabbat dinner
- Invitation to event not open to general community

Stewardship Plan Template[25]

Use this template to identify ways to steward legacy society members throughout the year.

The hope is that this becomes part of your organization's overall development routine.

Stewardship Activity	Dates to be Implemented	Individual Responsible
Personal Connection: ▪ ▪ ▪		
Donor Listings/Testimonials: ▪ ▪ ▪		
Recognition at Organization's Events: ▪ ▪ ▪		
Special Gathering for Legacy Donors: ▪ ▪ ▪		



After a donor signs a letter of intent:

- Send a prompt, meaningful and personal thank you letter *(see detailed tips on the following page);* 92% of donors said that a personal and prompt acknowledgment has an impact on future giving.[26]
- Send a report with measurable accomplishments for charitable funds before asking donors to give again.
- Have the CEO or lay leader follow up with a personal phone call. Leaving a voicemail has been found to be as effective as actually speaking with the donor.[27]

[25] *LIFE & LEGACY®, Harold Grinspoon Foundation.*

[26] *Burk Donor Study, 2013. If donors are acknowledged and have assurance that their gift was "set to work" as intended, 87% said they would give again, 64% said they would give more, and 74% said they would continue to give indefinitely.*

[27] *Ibid. Only 32% of donors receive thank you calls. 34% of respondents from the study who received a thank you call attributed the call to their decision to give again. 21% gave a more generous gift because of the call.*

Staying on Their Radar

Thank You Letter Tips[28]

- Send a handwritten, concise letter *(not pre-printed).*
- Grab the reader's attention; thank them for what they are making possible, not their gift.
- Ensure the letter is personally addressed and signed by someone from the highest ranks of the organization.
- Reference their legacy commitment and, if designated for a specific program or service, how the funds will be used.
- Indicate when donor will receive an update on the initiative being funded *(if specific initiative designated).* Include name and phone number of a staff person to contact.
- Do not solicit another gift or make additional requests in the thank you note.
- Be sure your letter is professional, with no spelling or grammatical errors.

[28] *Penelope Burk, "Donor-Centered Thank You Letters: Your First Step to the Next Gift," August 25, 2011.*

Engagement Ideas

- Invite the donor to speak at an event.
- Invite the donor to serve on a board.
- Invite the donor to a private event.
- Invite the donor to a Legacy Shabbat.
- Ask the donor to host an event for prospective legacy donors.
- Make sure the donor understands the impact your organization is having in the community.



Stewardship Upon a Donor's Passing [29]

- Obtain funeral, shiva and memorial gift information.
- Email board, legacy committee members and appropriate staff with the information. Make sure to share the donor's relationship to your organization.
- Mail a sympathy card or letter to the family.
- If it is your organization's practice, mark donor in all listings wherever his/her name appears with *of blessed memory or z"l.*
- If you maintain a yahrzeit listing, add to this list.
- Set a reminder in your calendar to send personal note to the family upon the anniversary of a donor's passing.
- Publish a story about the donor honoring them for their commitment. Ask for family approval prior to publishing.
- At the appropriate time *(three to six months),* contact professional advisors if you have not heard from them about the commitment.
- When you receive a legacy gift, send a personal note to the family acknowledging receipt of the gift and expressing gratitude.
- At your annual meeting, light candles for legacy donors who have passed.

[29] *LIFE & LEGACY®, Harold Grinspoon Foundation.*

Legacy Stewardship Checklist[30]



Send personalized handwritten thank you note

- ○ *Within 48 hours of receiving letter of intent*
- ○ *Within 48 hours of receiving confirmation of formalized gift*
- ○ *Periodically to show appreciation for their commitment*

Make a personal phone call

- ○ *A week after receiving letter of intent*
- ○ *A week after receiving confirmation of formalized gift*
- ○ *Periodically to stay in touch and keep informed/engaged*

Schedule personal meetings

- ○ *To discuss formalization of commitment*
- ○ *Periodically to stay in touch and keep informed/engaged*

Keep accurate records of all interactions with donor *(separate file for each donor)*

Report on organizational impact

- ○ *In newsletters and letters*
- ○ *In annual reports and at annual meetings*
- ○ *On website*
- ○ *Over phone or email, update donor or family on how your organization is using funds as they intended*

Provide donor recognition

- ○ ***Personal Connection:*** *Thank you note, phone call, cards, personalized letter, gifts, videos*
- ○ ***Donor Listings/Testimonials:*** *Newsletters, website, public display, annual report, in lobby, in event materials*
- ○ ***Special Legacy Donor Events:*** *Reception before "community" gatherings, Shabbat dinner, invitation to event not open to general community*
- ○ ***Recognition at "Community" Gathering:*** *Legacy Shabbats, annual meetings, galas or other special events (identify with "Ask me about my legacy" ribbons or stickers)*
- ○ *Be sure to connect with donor at least once in each of these categories every year.*

Maintain donor engagement

- ○ *Ask the donor to speak at or host a legacy event*
- ○ *Invite the donor to join a committee*
- ○ *Honor the donor at a legacy Shabbat or other organizational event*
- ○ *Invite the donor to attend a non-legacy special event*
- ○ *Share their story (print or digital)*

Other stewardship activities:

_____

_____

_____

_____

_____

[30] *LIFE AND LEGACY,® Harold Grinspoon Foundation.*

SUSTAINING YOUR LEGACY INITIATIVE

Sustainability

Goal

Legacy initiatives are not short-term campaigns. Once begun, you want to integrate asking for legacy commitments into your organization's culture and continue your efforts to secure legacy gifts forever. Steer away from a transactional fundraising culture to a culture of philanthropy, where legacy giving is institutionalized into your overall development efforts. In order to sustain your legacy initiative for the long term, review the following steps.



1. Complete succession planning for legacy committee.

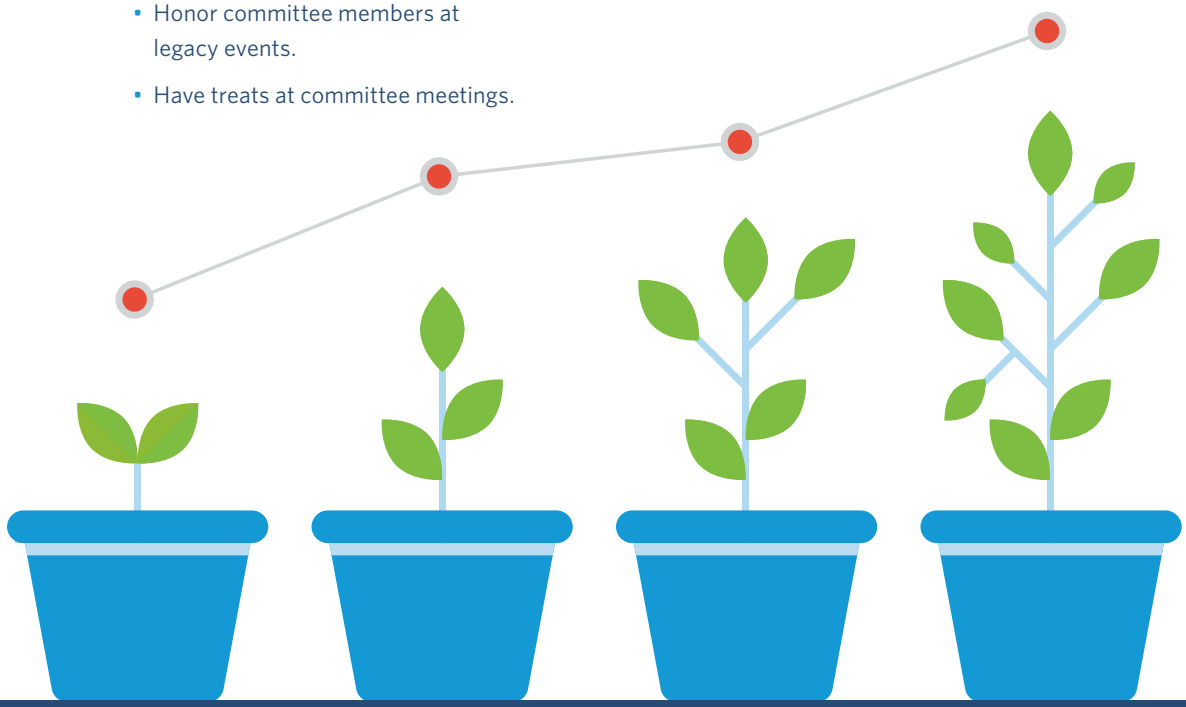
- Your legacy committee should evolve from "special project" to a standing committee of the board or an integral part of your development committee.
- Have an appropriate succession plan in place so new people come on as others transfer off.

2. Keep legacy committee motivated.

- Continue to set goals.
- Email your legacy committee to show your appreciation for their commitment.
- Celebrate successes either via email or in person.
- Make sure the board expresses appreciation to committee members.
- Honor committee members at legacy events.
- Have treats at committee meetings.

3. Involve board in legacy efforts.

- Report to the board at least quarterly on legacy giving. Keep board informed on new gifts secured, total commitments, estimated future value, and gifts realized *(i.e., dollars received).*
- Establish an expectation of 100% board participation.
- When gifts are realized, honor donors at board meetings.



4. Use funds wisely.

- Manage, invest and use funds responsibly.
- Pay attention to budget.
- Make a commitment to address budgetary issues immediately.
- Have a strategic plan with established outcomes or benchmarks.
- Establish clear policies and procedures governing the organization's finances.
- Be prepared to make your financials available to donors and to be able to explain them in an easily understood manner.

Best Practices

- Establish a gift acceptance policy.[31]
- Establish a board-approved endowment policy designating legacy gifts to your organization's endowment.[32]



[31] Kathryn Miree, "Understanding and Drafting Nonprofit Gift Acceptance Policies," 2000, 2001, 2002, 2003.

[32] Kathryn Miree, "Getting Serious About Building Endowment: Straight Talk for Charities and the Professionals That Serve Them," 2002, 2003.

Giving by bequest increased from 2016 to 2017 by 2.3%,

representing $35.7 billion.[33]

21%

of donors choose to give a higher proportion of their wealth away to charity instead of passing it along to the next generation.[34]

18%

of donors say that access to and awareness of financial planning strategies helps them give more to charity, such as donor advised funds or donating appreciated stocks.[35]



Jewish Americans are significantly more likely than other Americans to have a will, to have charitable provisions in their wills and to have the provisions for causes affiliated with their religion.[36]

[33] *"See the numbers -- Giving USA 2018 Infographic," Giving USA, June 14, 2018.*

[34] *The Future of Philanthropy details the results of a survey (Giving USA 2016: The Annual Report on Philanthropy for the Year 2015) of donors who answered substantive questions regarding their outlook on and engagement with giving. The report shows that in 2015, giving by individuals, bequests and family foundations amounted to an estimated 87% of total giving. "The Future of Philanthropy," Fidelity Charitable, page 10, 2016.*

[35] *Ibid. LIFE & LEGACY®, Harold Grinspoon Foundation.*

[36] *Jim Gerstein and J. Shawn Landres, "Connected to Give: Jewish Legacies," Los Angeles: Jumpstart, 2013.*

Additional Reading Material



"4 Nonprofit Strategies to Build Donor Trust & Lasting Relationships," Clairification, September 26, 2017.

Debra Ashton, *"It's All About Endowment."*

"Don't Miss the Opportunity to Strengthen Your Organization Through Legacy Giving," Guidestar, February 2011.

Frank A. Monti, "The Surprisingly Complex ABCs of Endowment Funds," Inside Philanthropy, March 4, 2015.

"The Future of Philanthropy," Fidelity Charitable, 2016.

Jim Gerstein and J. Shawn Landres, "Connected to Give: Jewish Legacies," Los Angeles: Jumpstart, 2013.

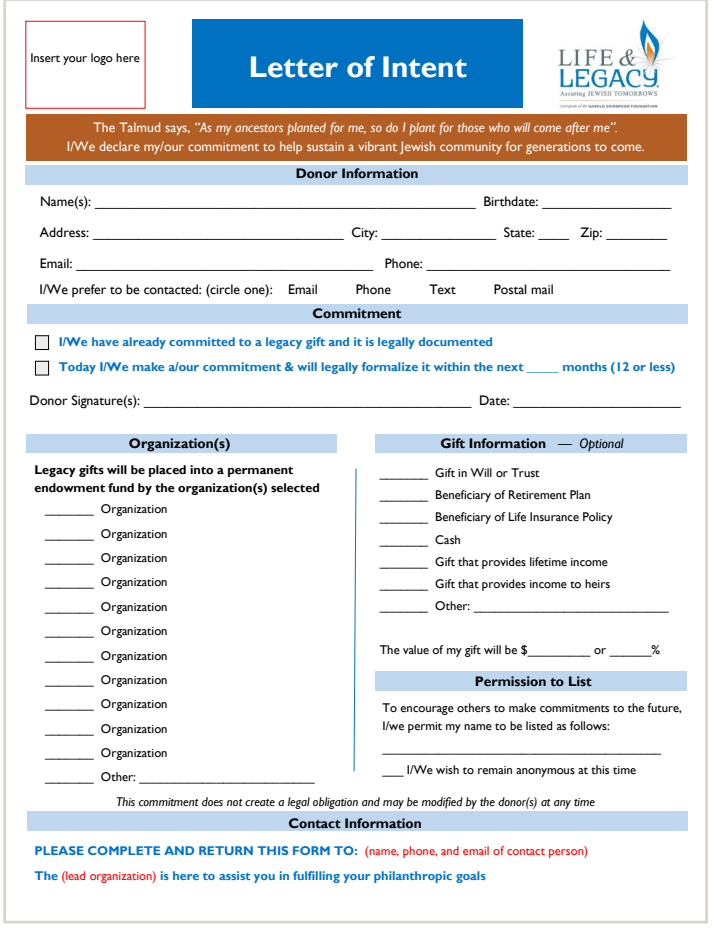
Kathryn Miree, "Getting Serious About Building Endowment: Straight Talk for Charities and the Professionals That Serve Them," 2002, 2003.

Kathryn Miree, "Understanding and Drafting Nonprofit Gift Acceptance Policies," 2000, 2001, 2002, 2003.

Appendix

SAMPLE LETTER OF INTENT

A letter of intent (LOI) is a form that allows a donor to express their intent to make a gift, in this case, a legacy gift. In the sample below, there are two boxes. The donor can either indicate that they intend to leave a legacy gift and will formalize their gift *(i.e., make the necessary legal arrangements)* within X number of months or they can indicate they have already included your organization in their estate plan. Be sure to note whether the donor wants to remain anonymous or not. If the donor indicates when they plan to formalize their commitment, follow up with them soon after to see if the changes were made. For additional examples of letters of intent, visit jewishlifelegacy.org.



Insert your logo here

Letter of Intent

LIFE & LEGACY
Assuring JEWISH TOMORROWS

The Talmud says, *"As my ancestors planted for me, so do I plant for those who will come after me".*
I/We declare my/our commitment to help sustain a vibrant Jewish community for generations to come.

Donor Information

Name(s): _____ Birthdate: _____

Address: _____ City: _____ State: ____ Zip: _____

Email: _____ Phone: _____

I/We prefer to be contacted: (circle one): Email Phone Text Postal mail

Commitment

☐ **I/We have already committed to a legacy gift and it is legally documented**

☐ **Today I/We make a/our commitment & will legally formalize it within the next ____ months (12 or less)**

Donor Signature(s): _____ Date: _____

Organization(s)

Legacy gifts will be placed into a permanent endowment fund by the organization(s) selected

_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Other: _____

Gift Information — *Optional*

_____ Gift in Will or Trust
_____ Beneficiary of Retirement Plan
_____ Beneficiary of Life Insurance Policy
_____ Cash
_____ Gift that provides lifetime income
_____ Gift that provides income to heirs
_____ Other: _____

The value of my gift will be $_____ or _____%

Permission to List

To encourage others to make commitments to the future, I/we permit my name to be listed as follows:

_____

___ I/We wish to remain anonymous at this time

This commitment does not create a legal obligation and may be modified by the donor(s) at any time

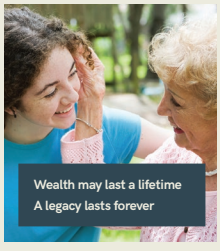
Contact Information

PLEASE COMPLETE AND RETURN THIS FORM TO: (name, phone, and email of contact person)

The (lead organization) **is here to assist you in fulfilling your philanthropic goals**

SAMPLE BROCHURE

BACK COVER



I found a fruitful world, because my ancestors planted it for me.

Likewise, I am planting for future generations.

—Talmud

What is LIFE & LEGACY?

LIFE & LEGACY is a partnership of the Harold Grinspoon Foundation and the Jewish Community Foundation of Montreal. This partnership promotes legacy giving to benefit the entire Jewish community. Through training, support and monetary incentives,

LIFE & LEGACY motivates Jewish organizations to integrate legacy giving into their philanthropic culture to assure Jewish tomorrows.

LIFE & LEGACY
Assuring JEWISH TOMORROWS

THE JEWISH COMMUNITY FOUNDATION OF MONTREAL
Where smart philanthropy starts

For more information, contact:

Joshua Rubin CPA, CA
Philanthropic Advisor
The Jewish Community Foundation of Montreal
514 734 1651 joshua.rubin@jcfmontreal.org
jcfmontreal.org/legacy

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FRONT COVER

LIFE & LEGACY
Assuring JEWISH TOMORROWS
A program of the HAROLD GRINSPOON FOUNDATION



The future of our Jewish community is in your hands

Your legacy matters

INTERIOR

Why participate?

In one way or another, your life is rooted in experiences connecting you to our Montreal Jewish community.

Chances are you already support Jewish charitable organizations in Montreal, but have you included these organizations in your will or estate plan? By leaving your legacy gift, you can assure that the traditions and institutions that mean so much to you today will exist for future generations.



How do I participate?

All of us, regardless of age, wealth or affiliation, have the ability to leave a legacy.

Your legacy gift can be customized and structured to fit your lifestyle, family and financial goals.

Leaving a legacy is simple. Some options include:

- Bequest in a will
- Gift of life insurance
- Gift of cash or assets
- Charitable Remainder Trust

By making your legacy commitment today you can:

- Secure your commitment to the Jewish community
- Express values instilled in you by your parents, grandparents or community
- Perpetuate the Jewish traditions you cherish
- Preserve programs and organizations that support Jewish life in Montreal
- Feel united with others with similar commitments and values
- Be remembered forever in the Jewish community

How do I begin?

1. Reflect on your Jewish passions
2. Have a conversation with a legacy committee member
3. Sign a Letter of Intent
4. Formalize your commitment by connecting with your lawyer, notary, or financial advisor

Participating Organizations

The Jewish Community Foundation of Montreal is proud to partner with these 15 local organizations:

Auberge Shalom pour femmes
Camp B'nai Brith of Montreal
Congregation Beth Tikvah
Congregation Dorshei Emet
Congregation Shaar Hashomayim
École Akiva School
Friendship Circle
Hebrew Foundation School
Jewish Public Library
Les ecole Azrieli TT | Herzliah
Shaare Zedek Congregation
Shaare Zion Congregation
Sylvan Adams YM-YWHA
Temple Emanu-El-Beth Sholom
The Segal Centre for Performing Arts

For additional examples of marketing materials, visit jewishlifelegacy.org.

SAMPLE AD



For additional examples of marketing materials and ad templates visit jewishlifelegacy.org.

SAMPLE LEGACY GIFT CONFIRMATION FORM[37]

For additional examples of legacy gift confirmation forms, visit jewishlifelegacy.org.

Insert your logo here

Legacy Gift Confirmation

LIFE & LEGACY
Assuring JEWISH TOMORROWS
A program of the HAROLD GRINSPOON FOUNDATION

To benefit future generations, I/we declare this commitment to assure the continuity of Jewish services and programs in (Community) and I/we affirm that I/we have made the following legal arrangements for my/our gift.

Name: _____ City: _____ State: ____

Email: _____ Phone: _____

I/We intend for the following organization(s) to benefit from my/our Legacy gift:

Please show the percentage or amount of your gift to each organization:

_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Organization
_____ Other: _____

Optional Section

My/Our commitment is within the following document: (please list amount or percentage)

_____ Gift in Will or Trust *(can be percentage, residual, or specific amount)*
_____ Beneficiary of Retirement Plan, *Administered by:* _____
_____ Beneficiary of Life Insurance Policy, *Insurance Company:* _____
_____ Cash Endowment Gift
_____ Gift that provides lifetime income *(Charitable Gift Annuity or Charitable Remainder Trust)*
_____ Gift that provides income to heirs *(Charitable Gift Annuity or Charitable Lead or Remainder Trust)*
_____ Real estate, Personal property, Securities, Specialty asset, Business Interest
_____ Other: _____

Attorney, Financial Advisor, Family member, Executor, or Trustee for my/our gift is:

Name: _____ Phone or Email: _____

Donor Signature: _____ Date: _____

Donor Signature: _____ Date: _____

PLEASE COMPLETE AND RETURN THIS FORM TO:
(name, phone, and email of contact person)

The (lead organization) is here to assist you in fulfilling your philanthropic goals.

[37] *LIFE & LEGACY®, Harold Grinspoon Foundation.*